



Missouri Travel Barometer
February 2016 Report
(Data available as of 3/15/16)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

February Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through January

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 6.0% -- Occupancy up 5.3% -- ADR up 2.5% -- RevPAR up 8.0%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through December

- For FY15, a 6.6% (\$771.4 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- For CYTD15, a 6.1% (\$736.3 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Dec
- Dec 2015 saw a 3.6% (\$38.0 million) sales revenue increase compared to Dec 2014

Website Visits: 2016 Calendar Year to Date through February

- Total web visits (main site and mobile visits) were up 15.4% for February 2016 compared to February 2015
- Blog web visits were down 34.31% for February 2016 compared to February 2015
- Combined web and blog visits were down 1.71% for January-February 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through February

- 18,677 responses for 2016 YTD – a decrease of 33.1% (*Please note—this decrease is due primarily to a one-time addition of leads from the Welcome Center Study in January 2015 that we didn't have in 2016*)
- For the month of February alone, the responses were up 12% compared to February 2015

Welcome Center visits: 2016 Calendar Year to date through February

- For CYTD 2016 the centers are up 19% for January-February 2016 compared to the same period in 2015
- For the month of February alone, the centers were up 35.7% compared to February 2015

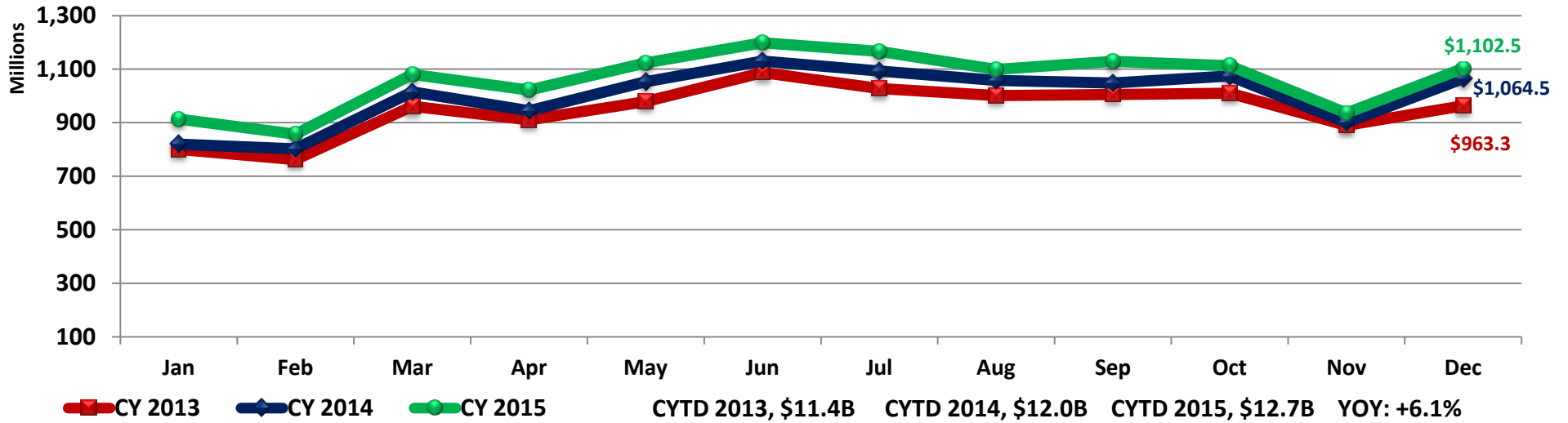
Commercial airport deplanements: 2015 Calendar Year to Date & January 2016

- Kansas City up 9.8% for Jan 2016 over Jan 2015
- St. Louis up 9.3% for Jan 2016 over Jan 2015
- All airports up 3.4% for Jan – Dec 2015

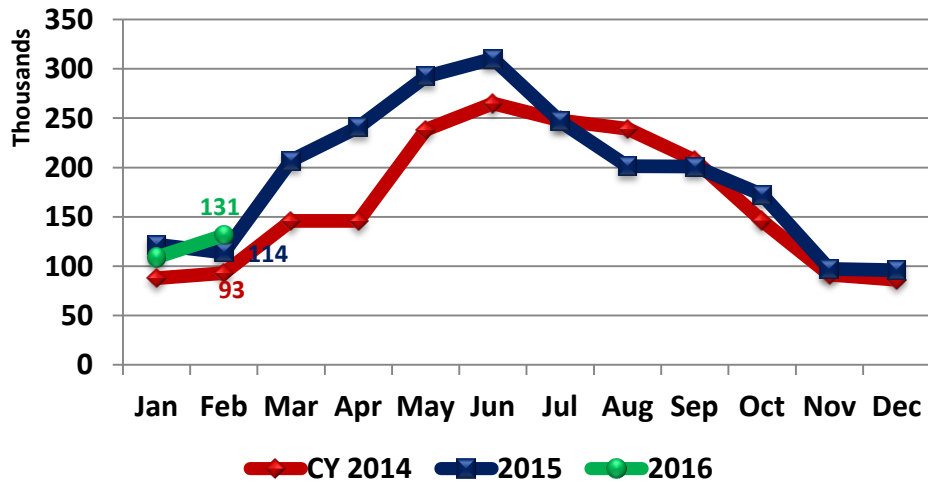
nSight-Searches and Bookings on third-party travel websites

- Conversion for travel (Booking) to Missouri across third-party sites was up 21.57% for Feb YOY
- Top booking cities for Jan YOY were KC, Chicago, St. Louis, Dallas, Minneapolis, Denver, Springfield MO, Houston
- Top searching international cities for next 60 days: Toronto, London, Buenos Aires, Bangkok, Lisbon
- Volume for third-party travel site searches for March—April shows 14.31 million searches for Missouri

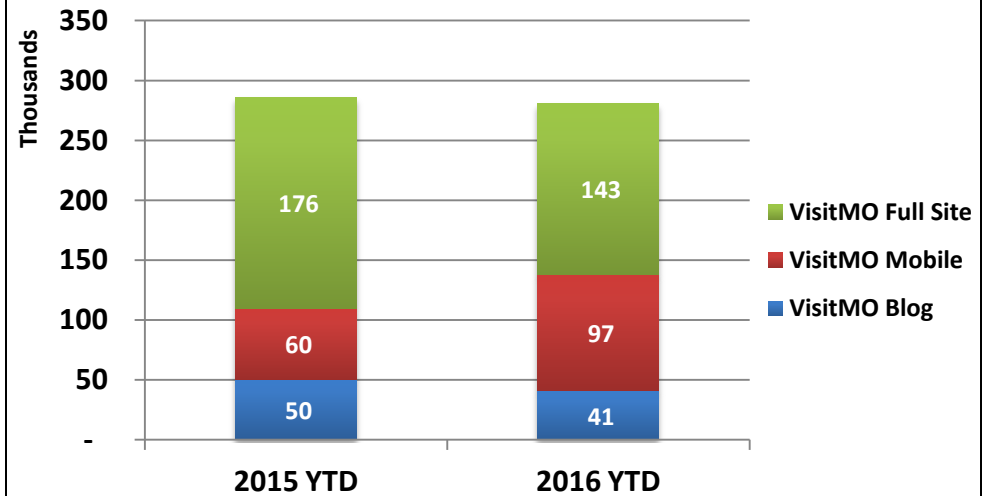
Sales Revenue from 17 Tourism SICs



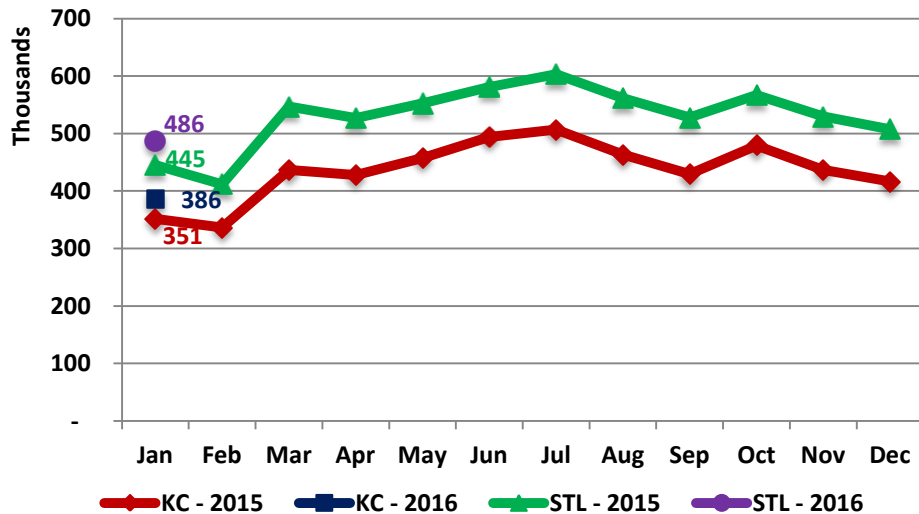
Visits to VisitMO (Full & Mobile Sites) by Month



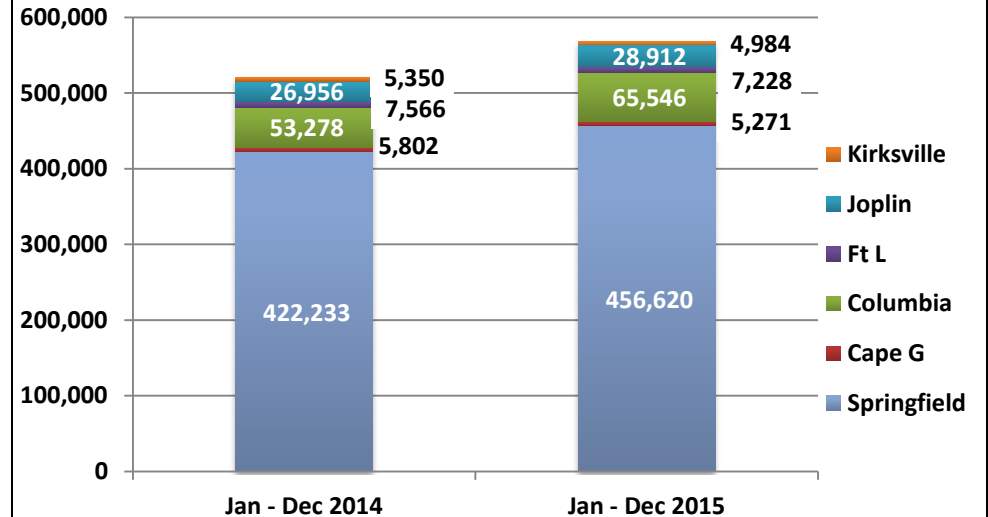
YTD Visits to VisitMO by Site



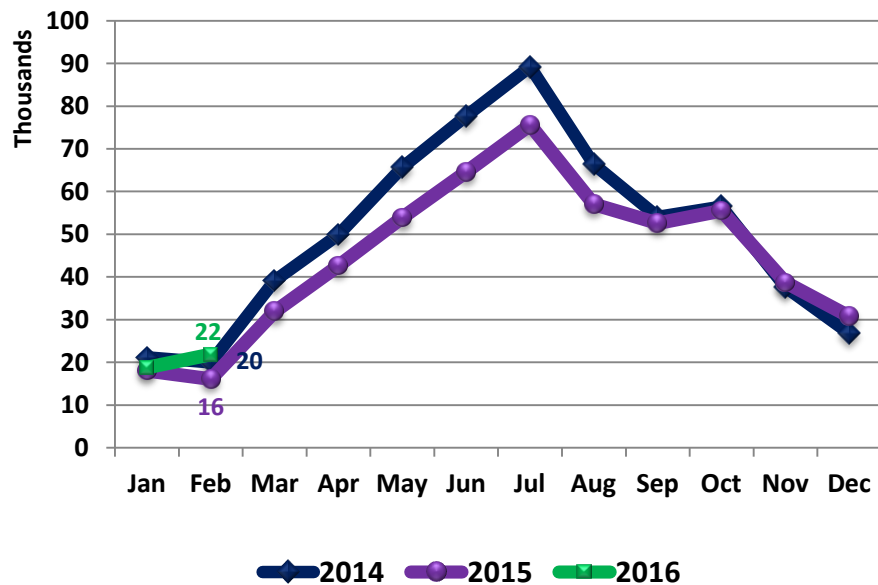
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

